

# ABSTRACT

Disclosed herein is an image forming method for forming an image on a reversible thermo-sensitive recording medium provided with a recording layer containing liquid crystal that exhibits a solid phase or a fixed phase at a room temperature and a cholesteric liquid crystal phase at higher temperature. Specifically, the image forming method comprises: a first heating process for heating the liquid crystal in a crystal phase to a first temperature that allows the liquid crystal to exhibit the cholesteric liquid crystal phase or an isotropic phase to form an image and for rapidly cooling the liquid crystal to fix thus formed image; and a second heating process for heating at least a part of an area of the recording medium containing at least a part of an area where the image has been formed to allow at least a part of the image to discolor or develop a color and for rapidly cooling the liquid crystal to fix thus discolored or developed image.